How to Tweet on Desktop

➢ Click the “TWEET” button in the left sidebar on your desktop computer.

How to Tweet on Mobile

- Click the “FEATHER” button in the bottom right corner on your mobile Twitter app.

Sprint
4:35 PM
87%
Home
In case you missed it
122
102
496
Sean Callahan @Sean_Callahan · 3h
Here is Zach Schlager's official statement leaving Colorado State. Don't be surprised if the McCook standout joins Nebraska as a walk-on here when classes start in August. #Huskers #Nebpreps
Zach Schlager @Zschlager21 · 3h
Life Changes
August 13, 2019 at 1:40 PM
I'd like to announce I will be transferring from Colorado State University before this fall semester. I want to thank Coach Bobo and the rest of the CSU staff for holding true in my scholarship this past year and having me as part of the team. Additionally, I want to thank all of my
1
6
71
Steven M. Sipple @HuskerExtraSip · 3h
Who's No. 28!? It's Husker walk-on Luke Reimer, who's made a quick impressio
this month journalstar.com/sports/huskers...

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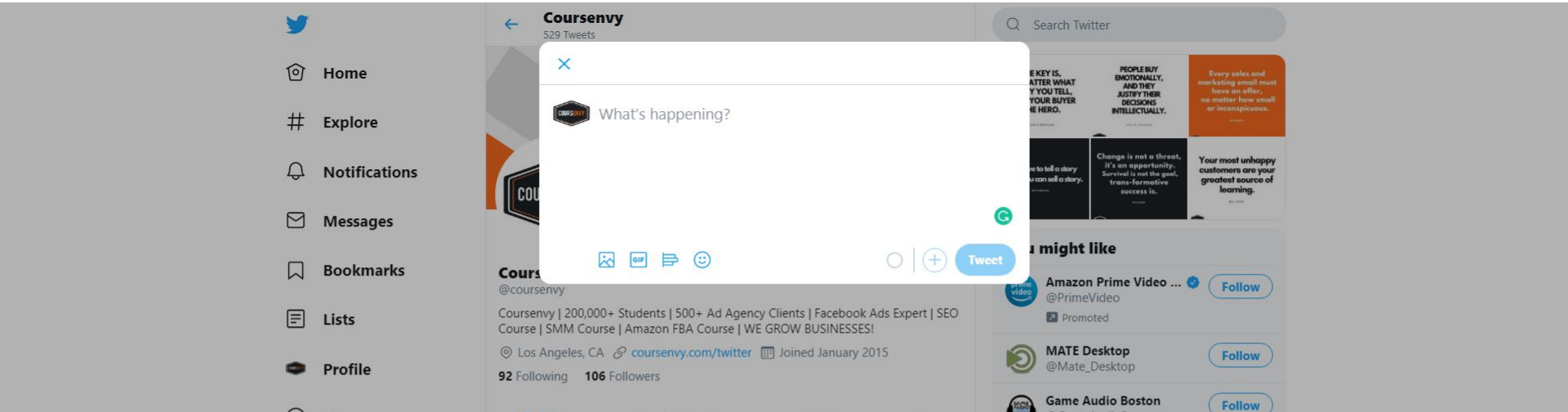
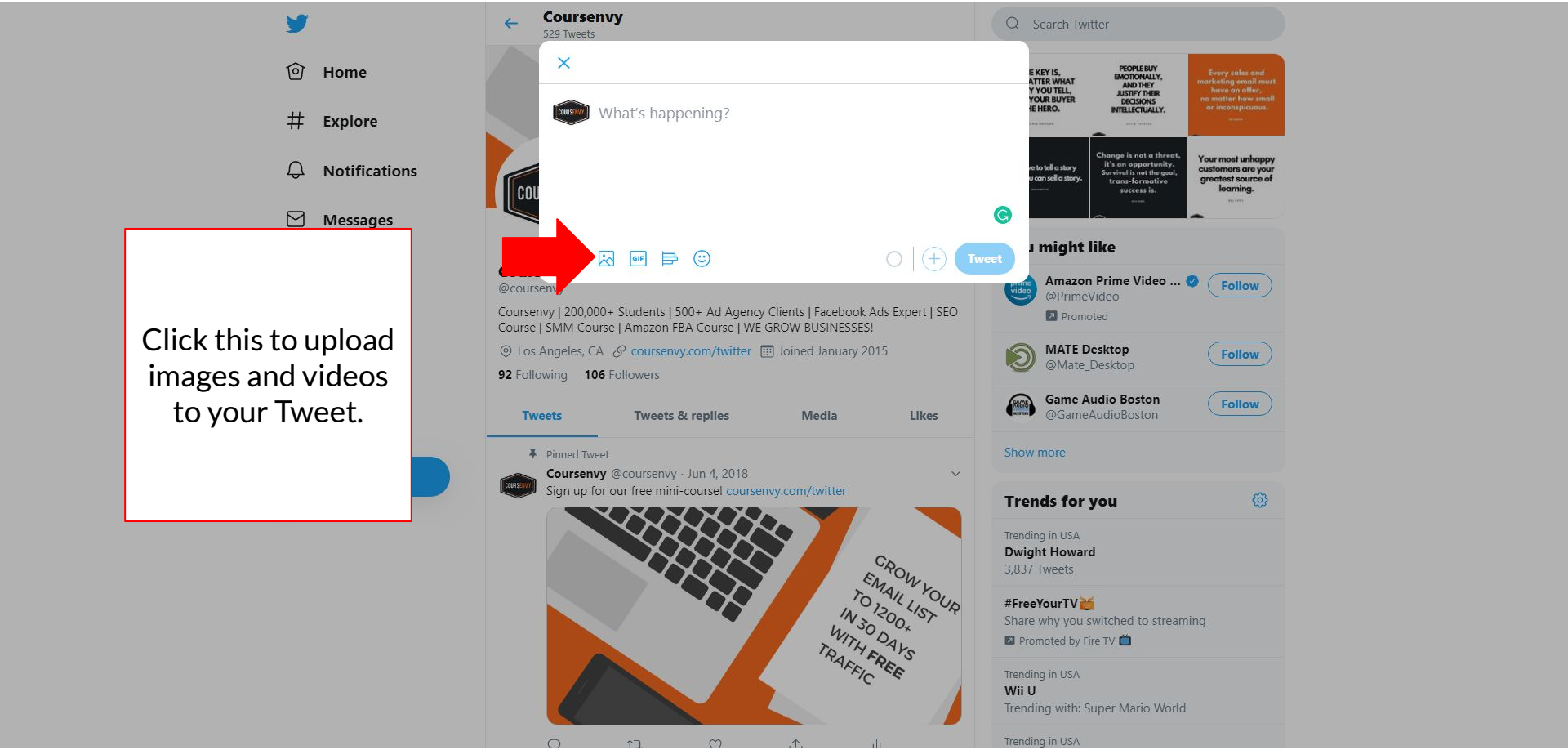
How to Tweet

Besides the max 280 characters of text you can type into your Tweet, you can also add other media… including images, videos, GIFs, polls, and emojis.

PRO TIP: To save characters, use a service like Bitly.com to shorten your URLs length!





Click this to upload images and videos to your Tweet.

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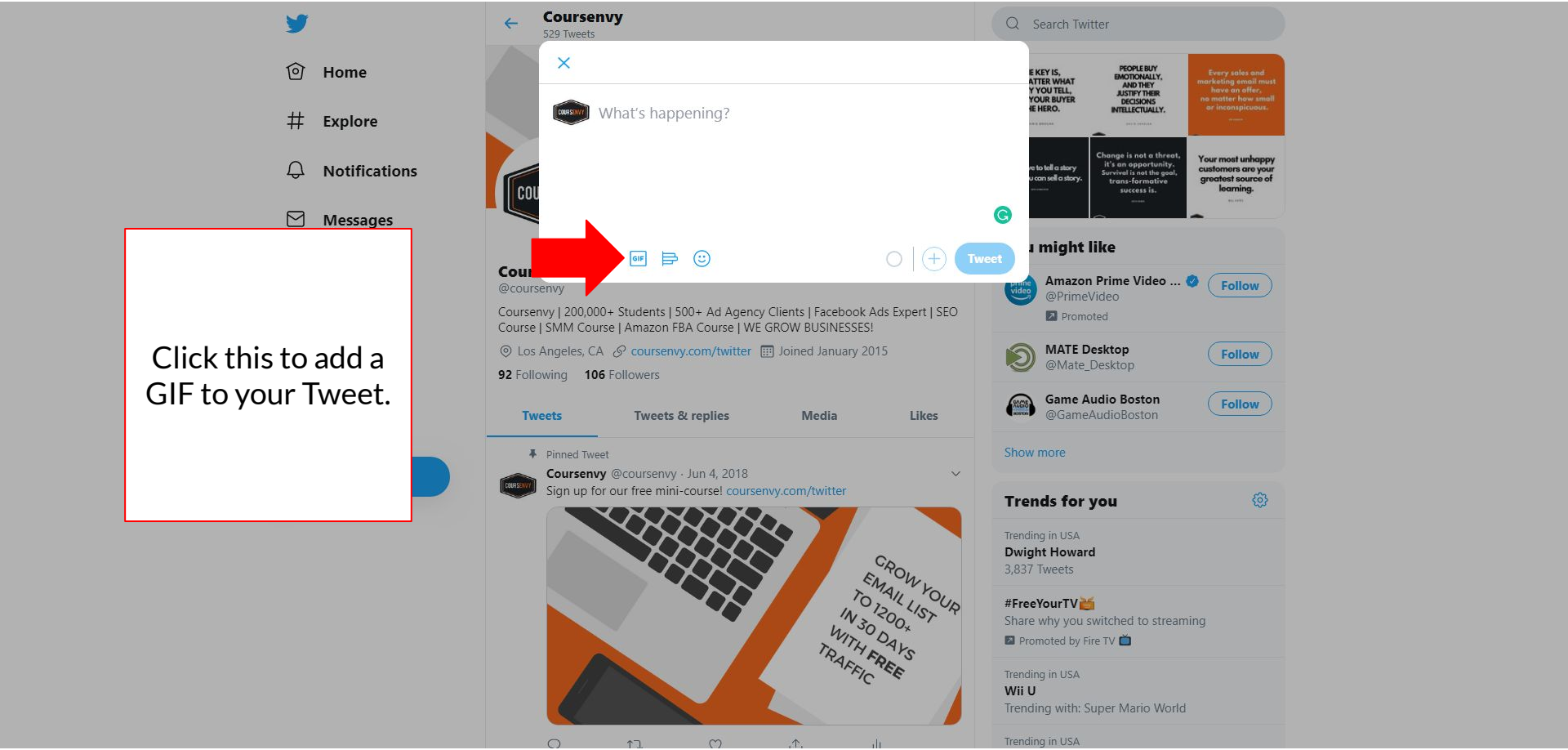

Click this to add a GIF to your Tweet.

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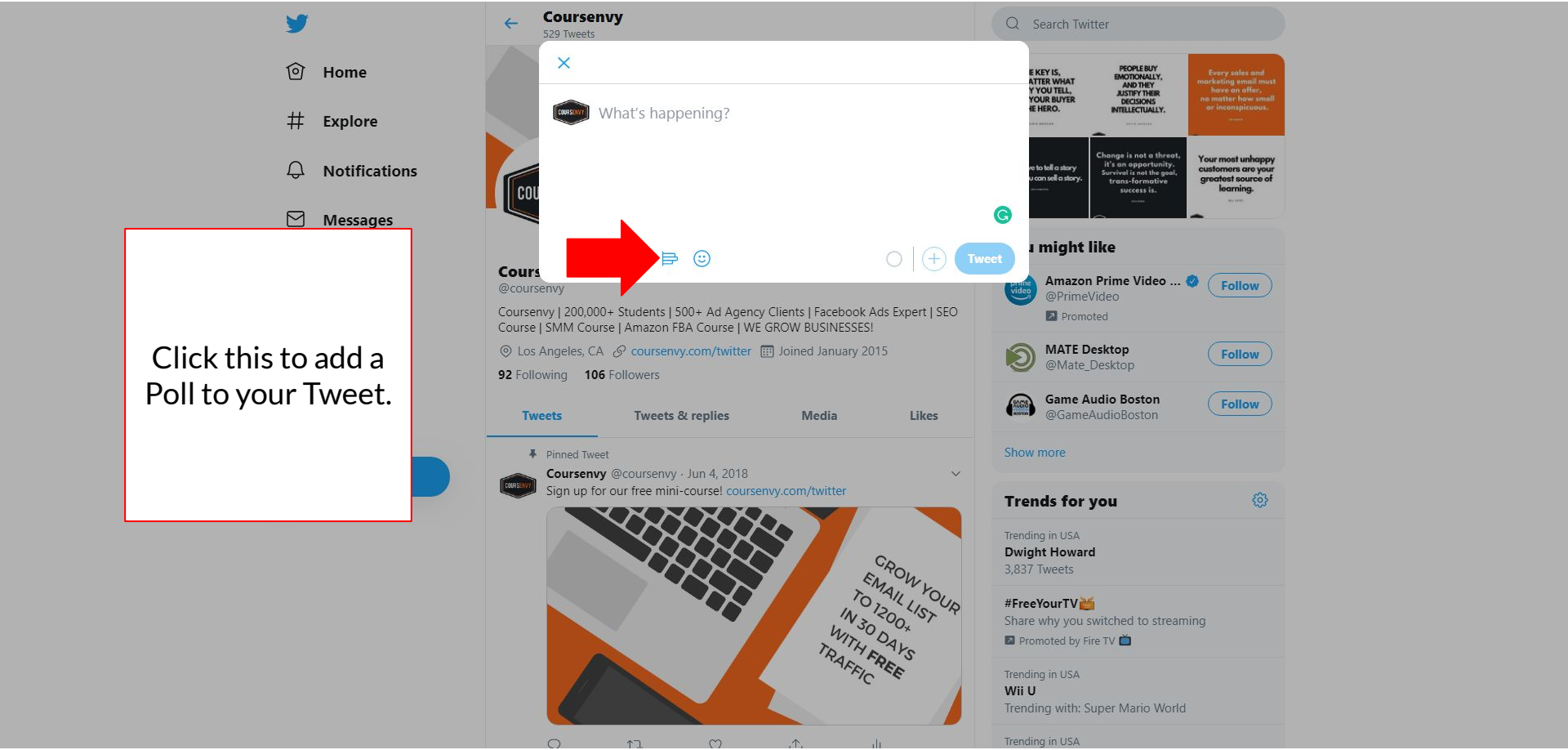

Click this to add a Poll to your Tweet.

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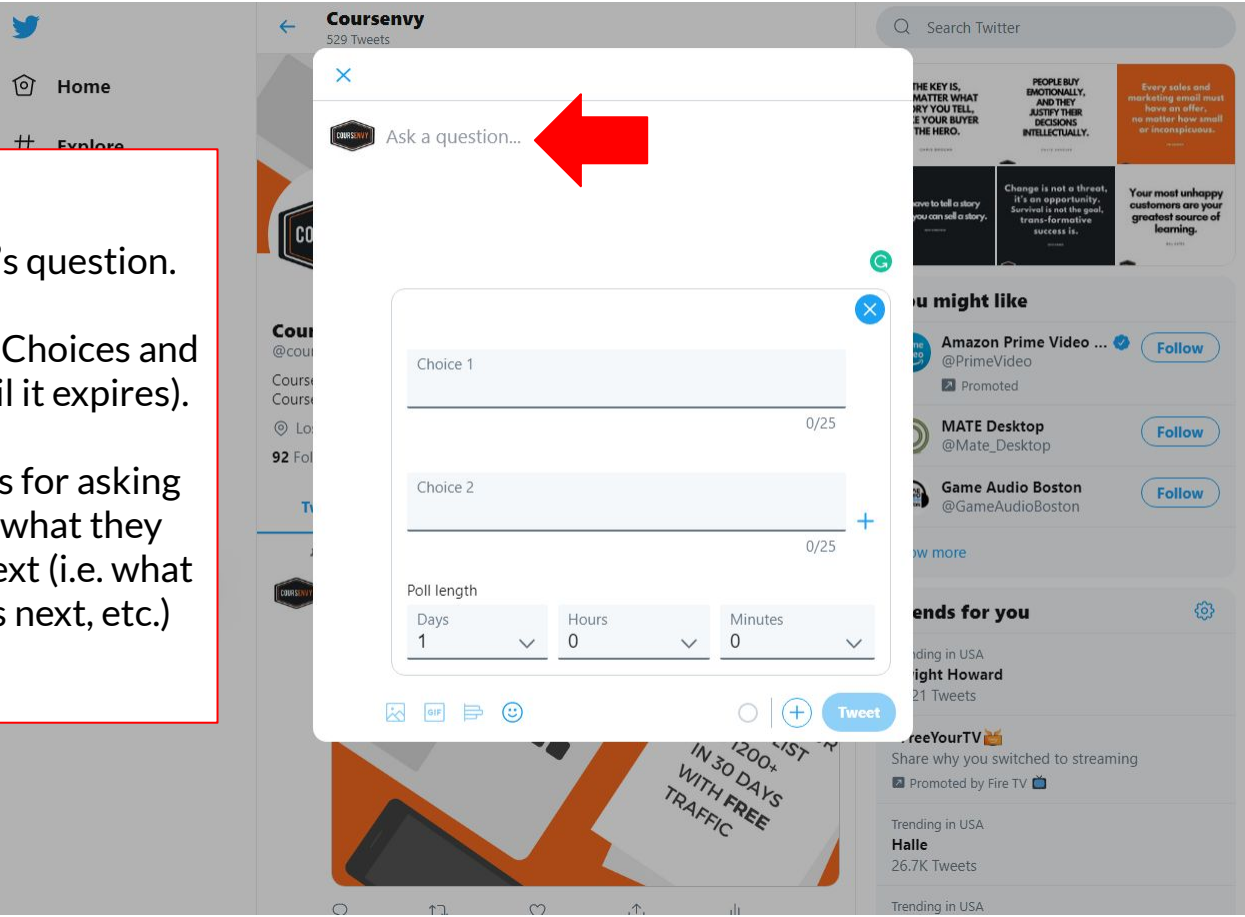
Enter your Poll's question.

Fill out your Poll Choices and Poll Length (until it expires).

I love using Polls for asking my customers what they want from me next (i.e. what color of t-shirts next, etc.)



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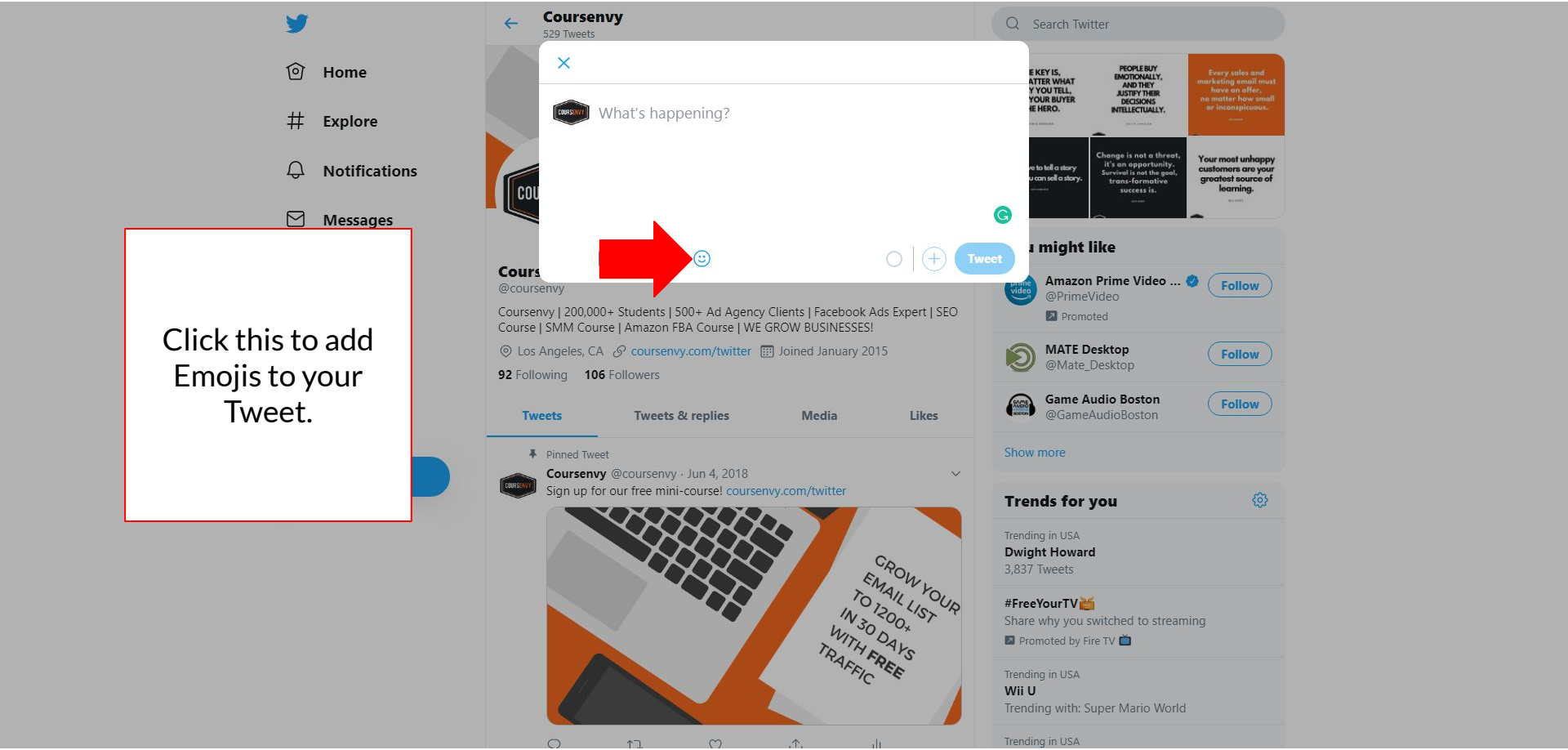

Click this to add Emojis to your Tweet.

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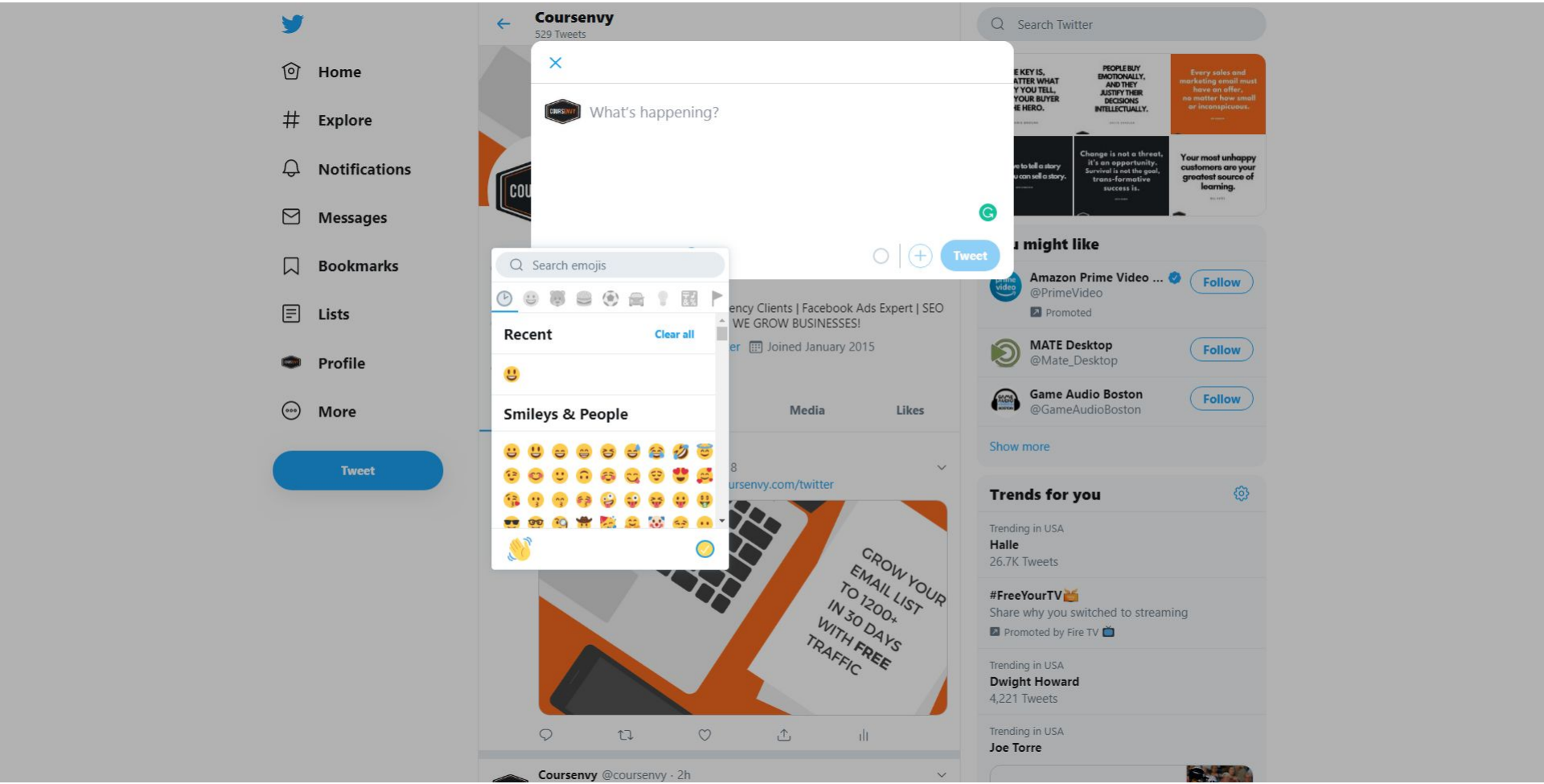

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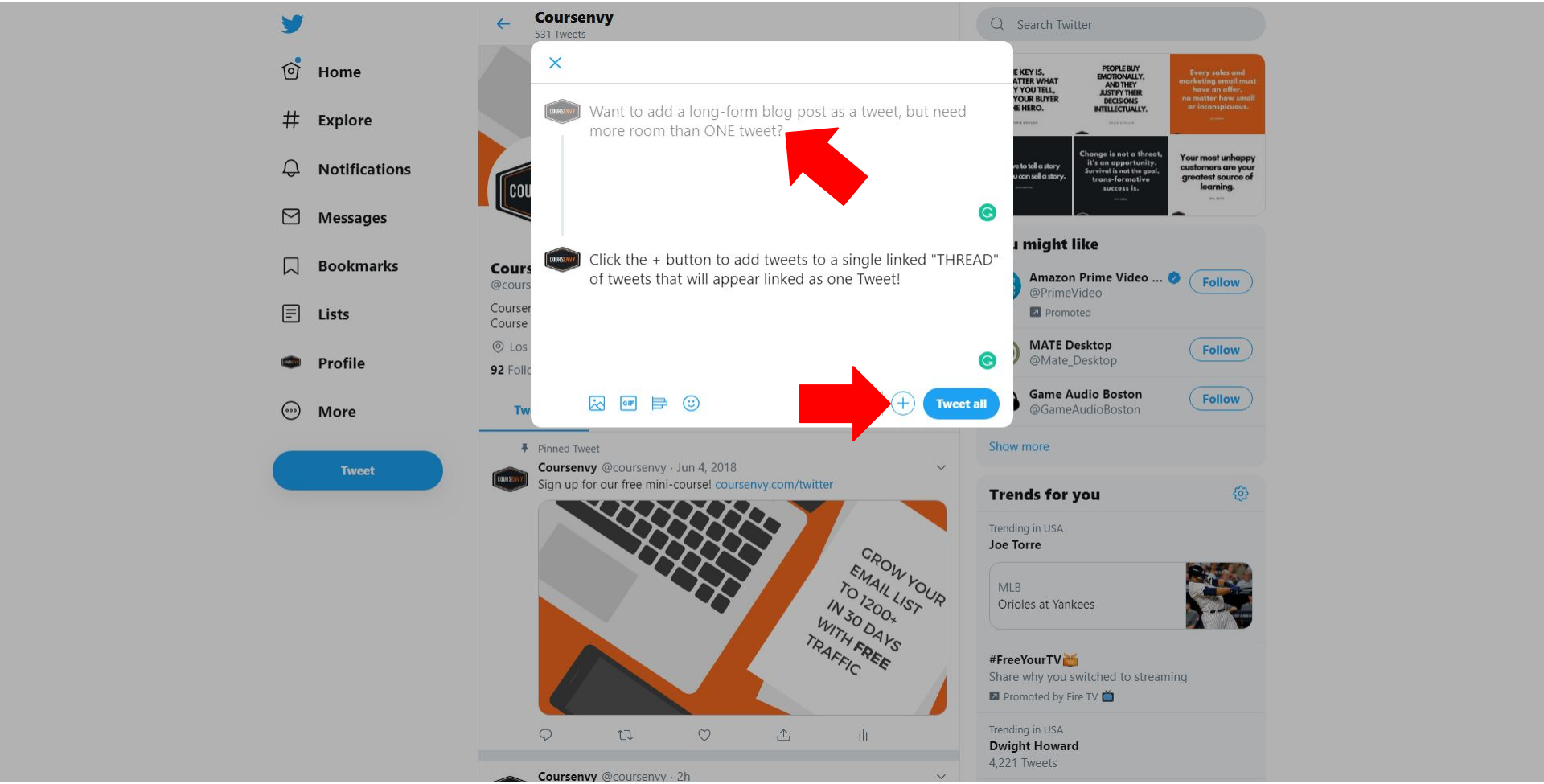

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What To Tweet

- Share links to useful content (studies show higher followed accounts tweet more links).
- Comment on trending news.
- Use highly searched keywords and hashtags in your tweets.
- Retweet other users great content.
- Lead discussions on topics important to your industry.

Coursenvy @coursenvy · Nov 16, 2018
LIKE this if you agree and TAG a friend that needs to see this! #somethingtothinkabout #Coursenvy GROW your following by clicking the link in our bio! Coursenvy.com instagram.com/p/BqQk5e5I7_X/
The function of leadership is to produce more leaders, not more followers.
RALPH NADER
1
1

RETWEET

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What To Tweet

- Share images and videos in your Tweets!
- **1024 x 512 pixels** is the optimal image size.
- Maximum file size is 512MB and 2 minutes 20 seconds or less for videos uploaded to a Tweet. MP4 and MOV video formats are supported.
- Tweet engagement is always higher when I share media (typically **200%-300%** higher for my clients!)

Pin a Tweet

Pin a Tweet to the top of your profile!

- An upcoming event
- A new announcement or product/service
- A tweet that summarizes your brand and mission
- A tweet that is a Call to Action

PRO TIP: I like to include something for free, such as a link to my “free course” that I will capture the users email in exchange for; which I can then use to email future sales promos to!

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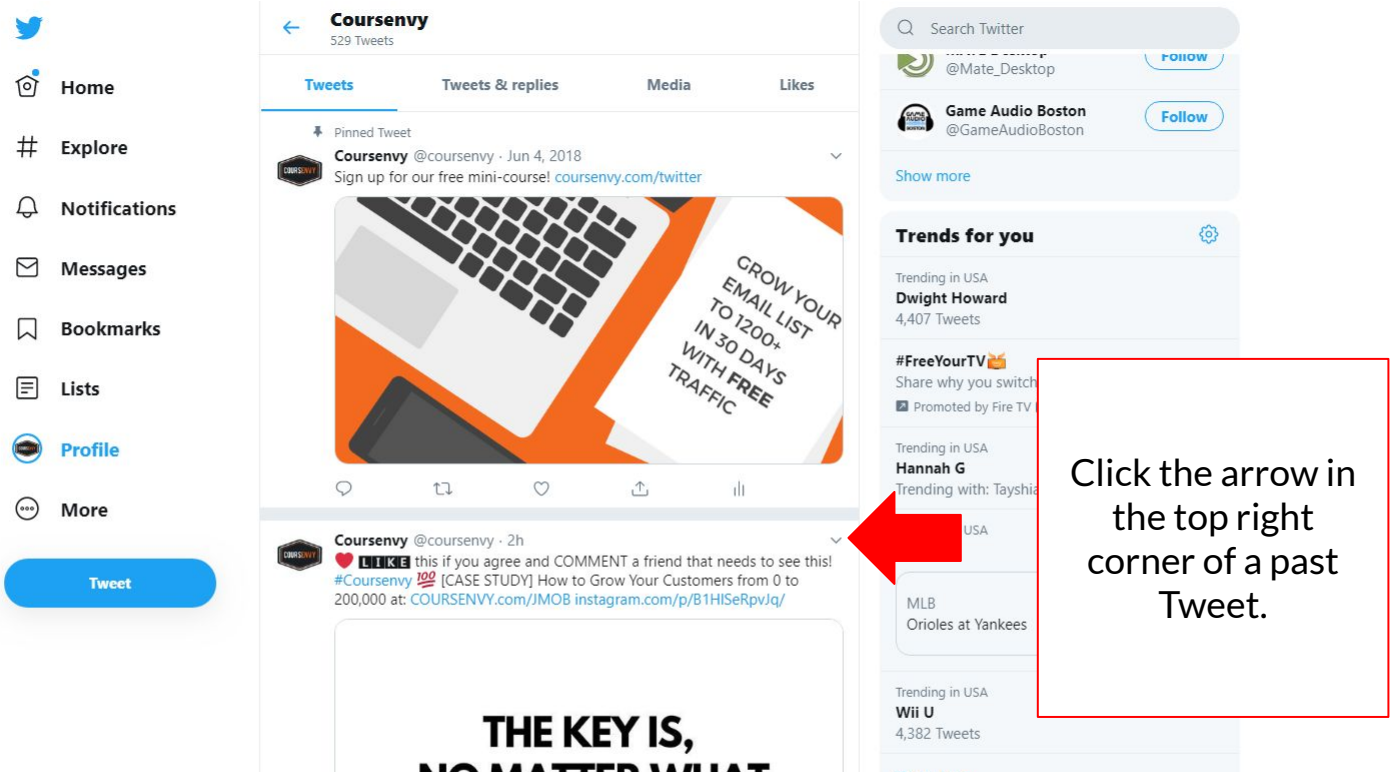
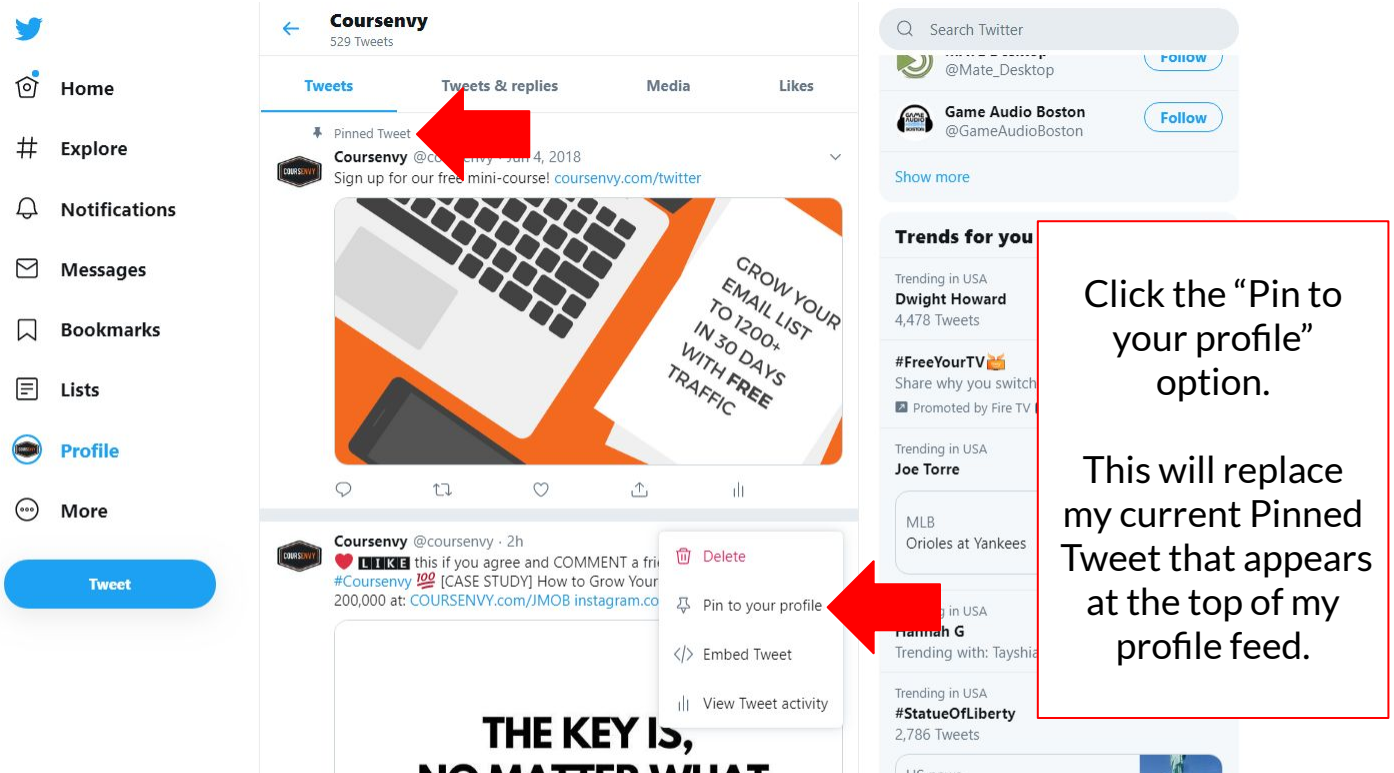
How to Pin a Tweet



Click the arrow in the top right corner of a past Tweet.

How to Pin a Tweet

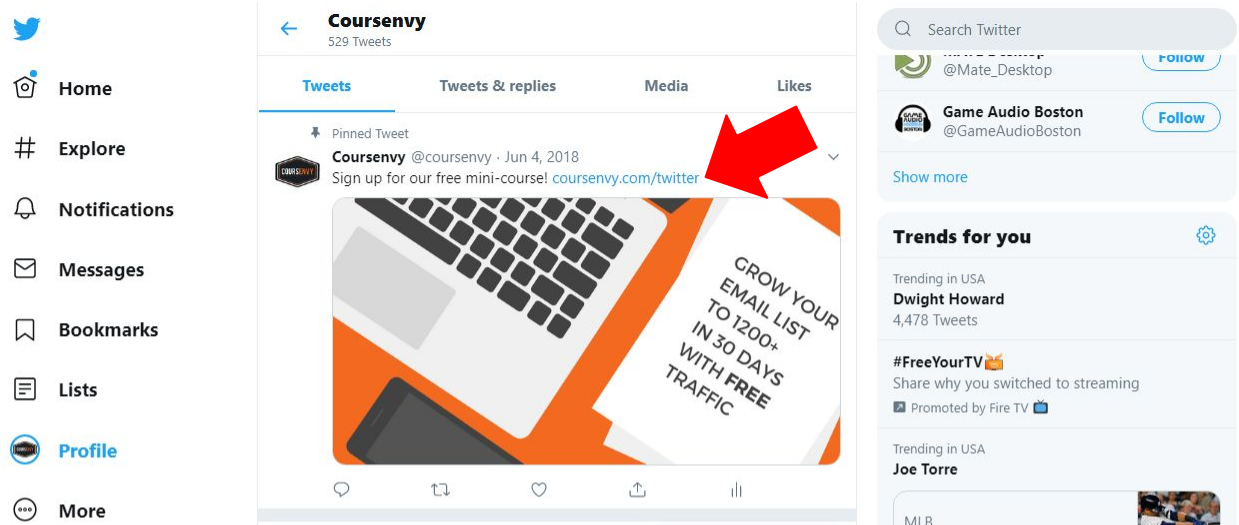


Click the “Pin to your profile” option.

This will replace my current Pinned Tweet that appears at the top of my profile feed.

Call to Action in Tweets

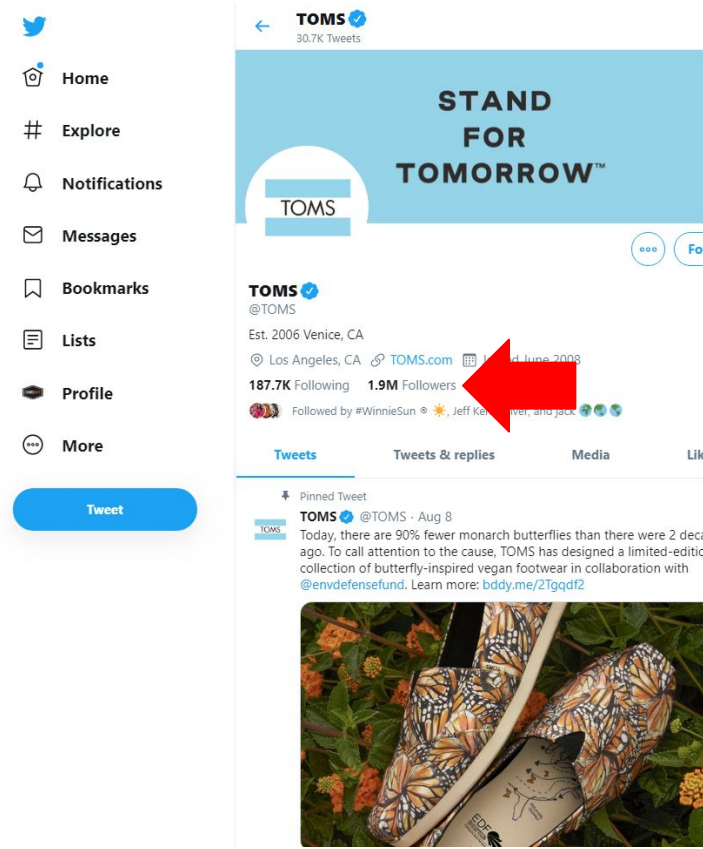
1. How can you phrase your tweet to appeal to someone's curiosity?
2. What word choices will nudge a person's desire for self-improvement?
3. ASK for what you want! Tweets that tell your customer what you want get drastically higher action. **EXAMPLE:** Retweet this… Like this if you… Reply telling me…



Client Case Study

- We have a client that sells shoes made by artisans in a 3rd world country. So our first step for them was to go review the competition and then engage with their following!

- @TOMS shoes is very similar to my clients brand, so the first thing I will do is go to their Twitter profile, then click their “Followers” link.



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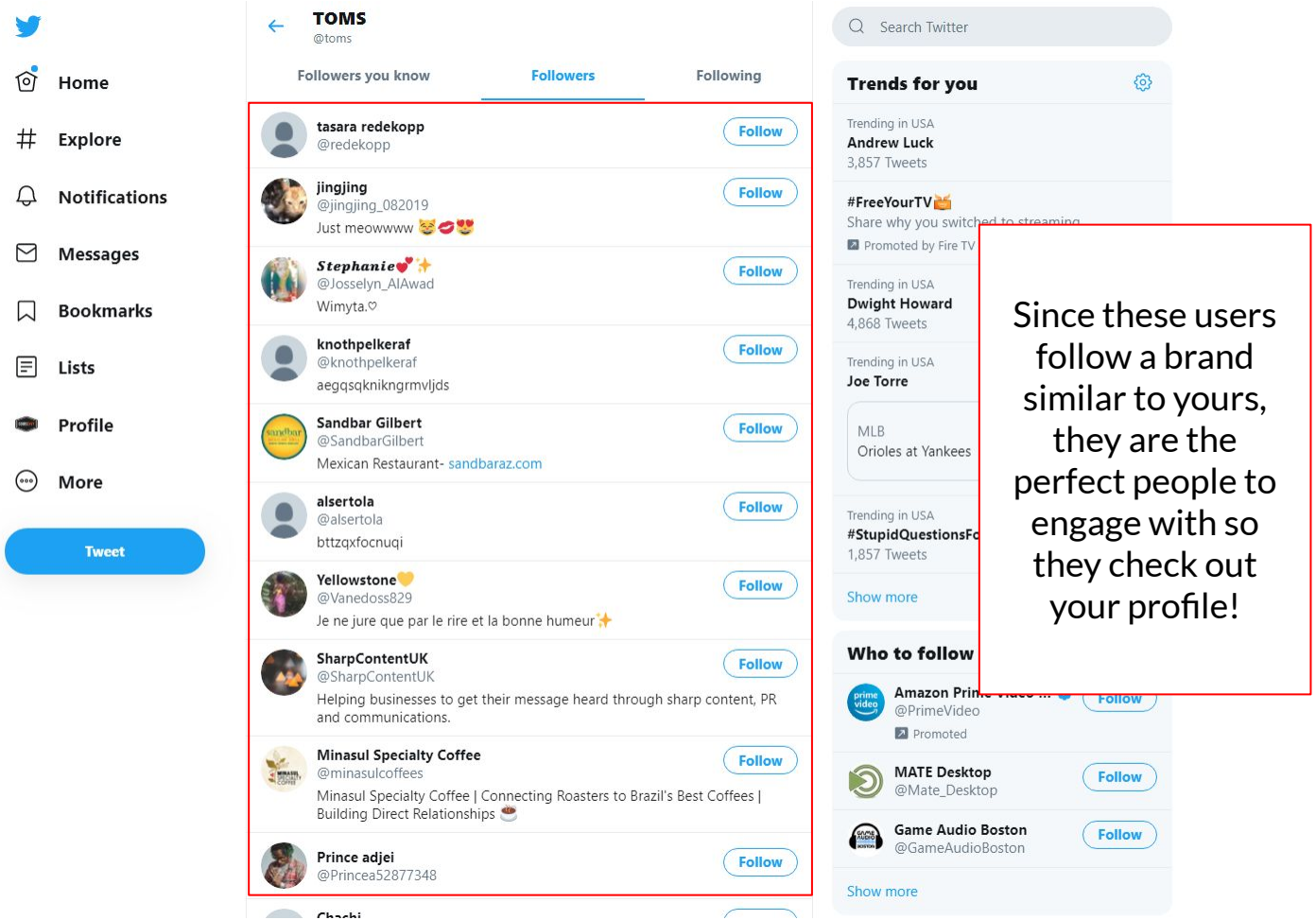

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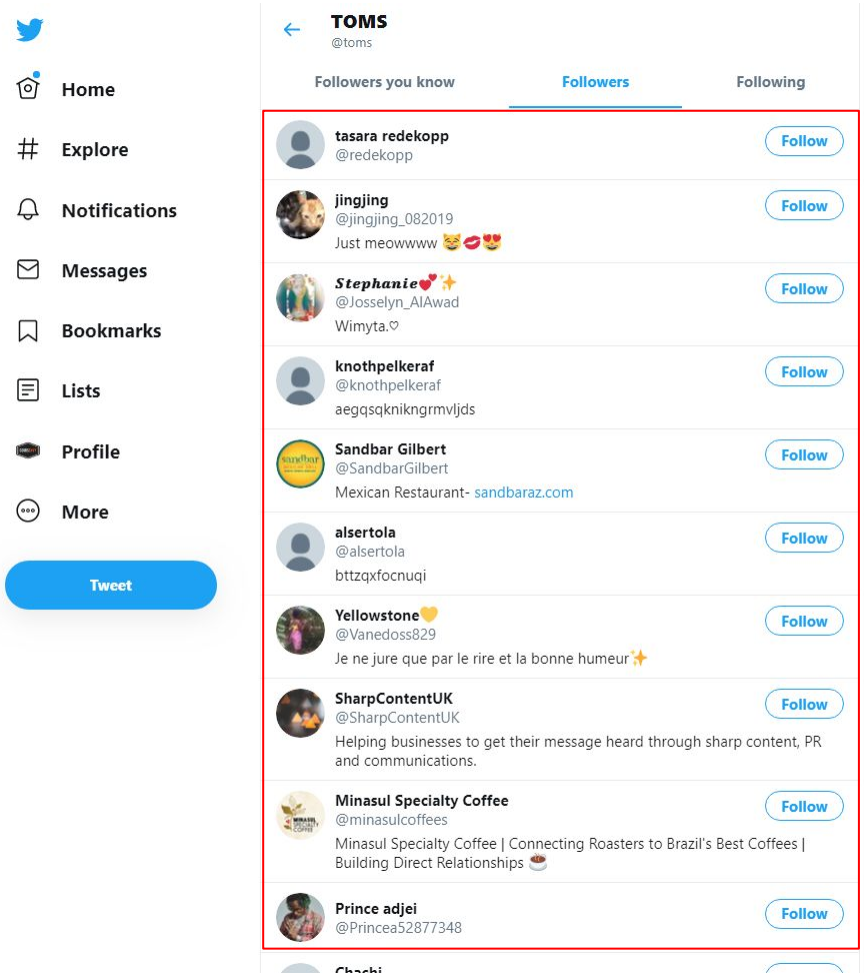

This is a great task to outsource for cheap on Fiverr.com or Upwork.com

Have your freelancer **Follow**, **Like** a few of the users Tweets, and **Reply** to a few of the users Tweets (something as simple as "nice tweet!").
By doing this, the user will be notified of your engagement with them and therefore check out your profile and hopefully follow you back or check out your website (this strategy works 30-40% of the time for me!)

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Client Case Study

- Next we want to get “influencers” to share our Tweets.

- An influencer is a user on social media who has the power to influence the purchase decisions of their followers because of their authority, knowledge, fame, or relationship with their audience.

- Search for influencers relevant to your brand. This can truly be anyone with an engaged following that would also be interested in your product. Typically I avoid reaching out to competitors because they obviously won’t retweet you; rather I seek out any bloggers, adjacent product/service brand, celebrity/social star, etc.

- Once you find a potential influencer, go to their Twitter profile, then click the **“Tweets & replies”** option at the top of their Twitter profile feed.

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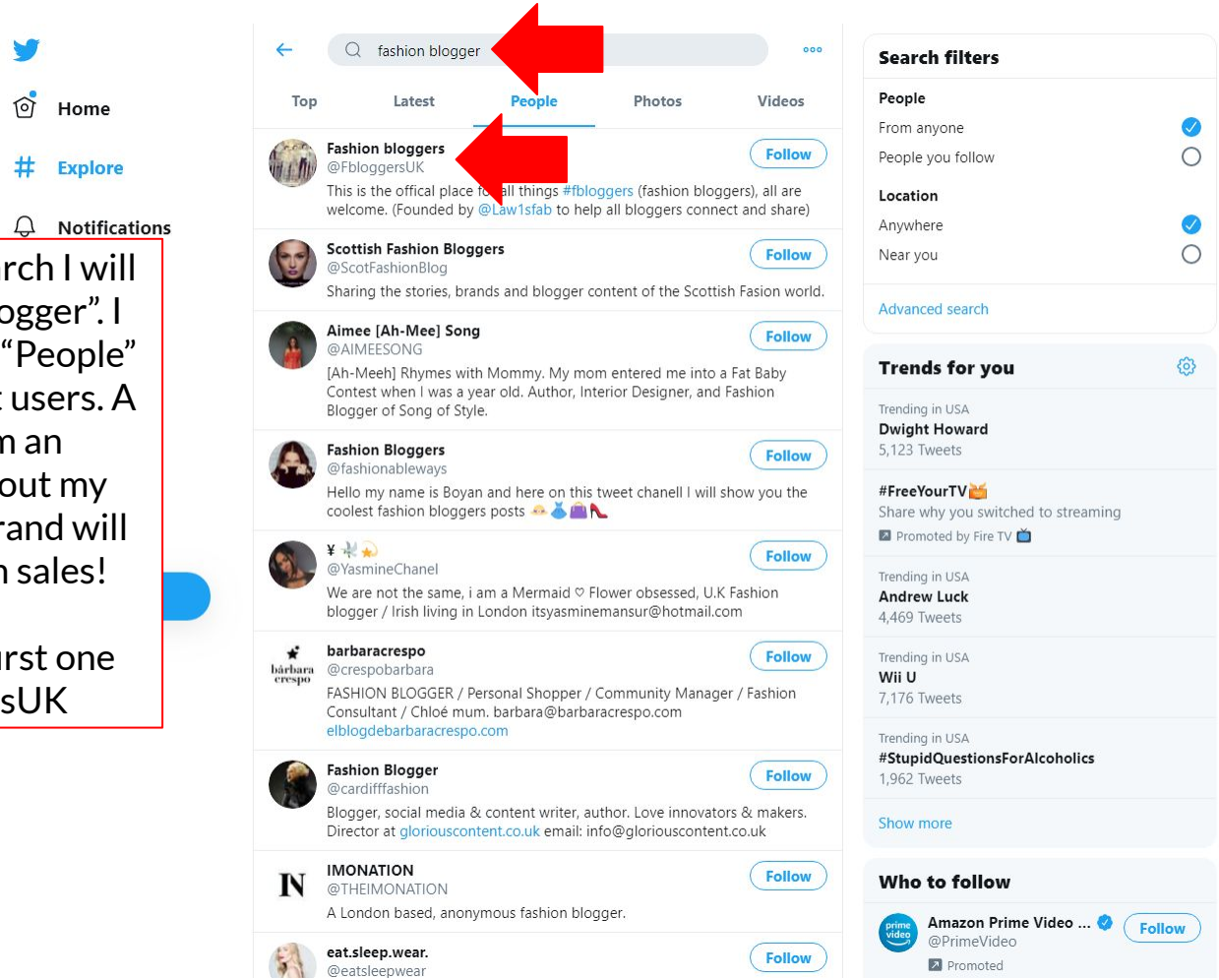
For my first search I will try “fashion blogger”. I will look under “People” to find relevant users. A Tweet from an influencer about my client’s shoe brand will likely result in sales!

Let’s try this first one @FbloggersUK



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Notice that this user has retweeted other brands in the past (i.e. this dress brand). This is very telling that they will **Retweet** our client's shoe brand if we mimic the style/wording of past posts they have retweeted.

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Click the “Tweet” button while on a specific users profile page in order to “Tweet at them”... this means your Tweet will show up on their **Notifications → Mentions** page.

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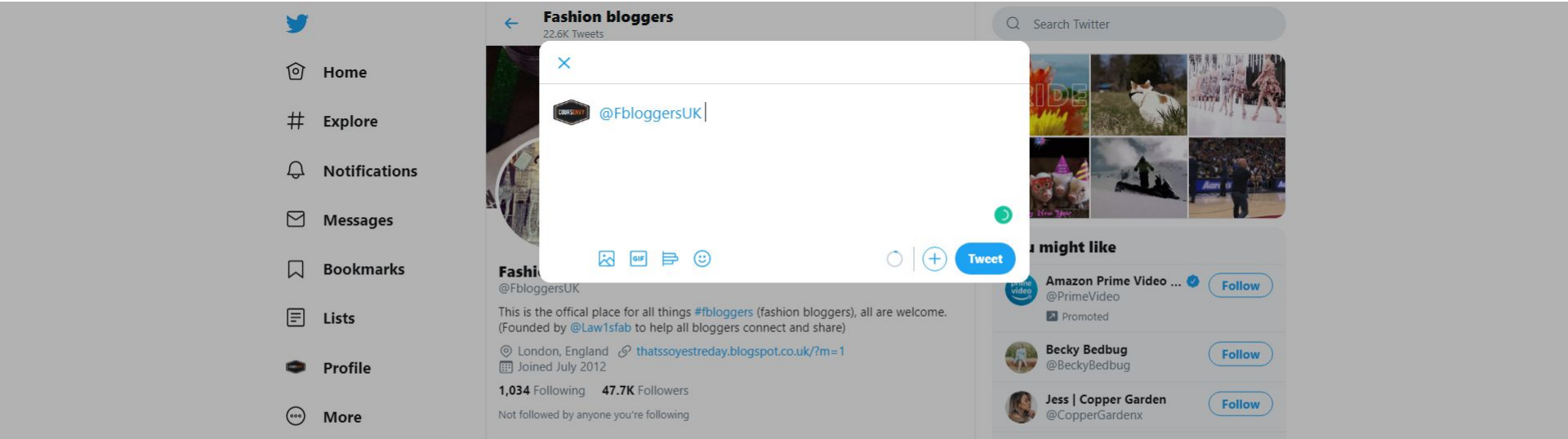
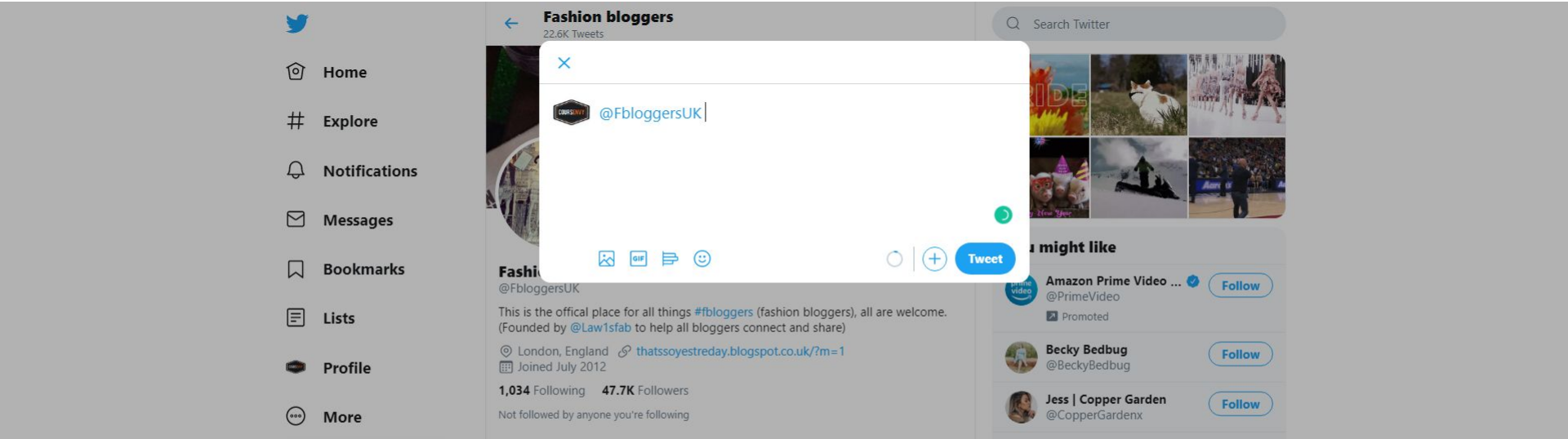
Tweet @ ANY Twitter User

- By composing a Tweet that includes the **“@” sign** and then the Twitter users **“username”**, you will post a Tweet that will notify this user of the **“mention”** and this Tweet will post to your own profiles “Tweets & replies” page.



Tweet @ ANY Twitter User

- This is what I really love about Twitter as you can truly contact ANYONE without having to go through their “gatekeeper” first (i.e. a celebrities agent if you tried to call or email them… Twitter enables you to Tweet/talk directly to them!)



Tweet @ ANY Twitter User

Notice the @FbloggersUK in my Tweet? This will notify them of the mention and hopefully they will retweet this.

If they don't, I like to follow up with them a few days later. You can do this via a direct message, emailing them, etc. Ask them how you can get them to Tweet your product (or share it on other social media channels as well!)

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